



## **Tempe 2020 Census Complete Count Committee**

The City of Tempe's 2020 U.S. Census Complete Count Committee is responsible for developing and implementing a 2020 Census awareness campaign to encourage a response to the Census in Tempe.

**Complete Count Committee** – membership expires 12/31/2020

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place. A full and accurate count of the residents helps ensure that the City receives Federal funding for transportation, housing assistance, and other needs. The Complete Count Committee utilizes local knowledge, influence, and resources to educate the community and promote the Census through locally based, targeted outreach efforts; provides a vehicle for coordinating and nurturing cooperative efforts between the City government, community, and the Census Bureau; and, helps the Census Bureau obtain the most accurate count of Tempe residents in 2020 through partnerships with the City government and community organizations.

- Co-chairs: Elizabeth Cling and Joaquin Rios

### **Business subcommittee**

Creates and coordinates activities that involve businesses in Census awareness, such as distribution of Census information and Census messages on packaging (grocery bags) and the inclusion of the Census log and message on sales promotion materials.

- Chair: Brandon M. Willey
- Jana Lynn Granillo, Robert J. Miller, Ph.D.

### **Community Outreach and Special Populations subcommittee**

Facilitates ways to get the Census message to all community households, using all available sources such as local media, newsletters, fliers, local festivals and events, billboards, neighborhood associations, community groups, veterans' groups and more. Collaborates with community organizations to inform individuals of importance of participating in the 2020 Census and the benefits derived from Census data. Determines outreach methods for Tempe's diverse array of community members, including residents who primarily speak languages other than English, as well as other special populations as defined by the subcommittee.

- Chair: Megan Costa, Ph.D.
- Linda J. Knutson, M.Ed., Candyce C. Lindsay, Gerardo Lopez, Paul Mittman, Ed. D., Selianna R. Robles, Nancy Siefer, Roy M. Tatem jr, Rosemary Walsh

### **Education subcommittee**

Facilitates Census awareness for local schools from prekindergarten through 12<sup>th</sup> grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers and students to use Statistics in Schools materials.

- Chair: Shereen Lerner, Ph.D.
- Robert Cox, Glenn Davis, Cindy Denton, Ron M. Jackson, Jennifer Liewer

### **Faith and Nonprofits subcommittee**

Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.

- Chair: Casey E. Clowes
- Gary Brennan, Jennifer Chau, Anthony W. Contente-Cuomo, John Michael Linda

### **Tempe city staff liaison**

Nikki Ripley, Communications and Media Relations Manager (480) 350-8846

08/12/2019